ShowBiz Pizza Time, Inc.

FRANCHISE NEWS

#23 January 2, 1987

WEEKLY SALES

AVERAGES FOR WEEK ENDING 12/28/86

SPP Franchised Units (71): $11,882
SPP Company Units (90): $14,730
CEC Franchised Units (86): $11,851
CEC Company Units (28): $14,746

ShowBiz Pizza Place and Chuck E. Cheese

Average of Top 20 Units = $21,069

1. San Jose (Tully), CA — M.C.A. & Associates
2. Tacoma, WA — Northwest Partners V
3. Clarksburg, WV — Trio Foods Enterprises
4. Portland, OR — Computerized Entertainment Concepts
5. Huntington, WV — Huntington Entertainment
6. Milwaukee (Chase), WI — R. C. Schmidt, Jr.
7. Taikoo Shing, HK — Whimsy Company Limited
8. Pearl City, HI — Selwyn S.P. Chan
9. Louisville #2, KY — Family Entertainment, Inc.
10. Lafayette, LA — Acadiana Productions
11. Burnaby, BC — Nintendo Entertainment Centres
12. Fayetteville, NC — Adventure Restaurant Corporation
13. Victoria Park, ONT — All Canadian Pizza Shows
14. Knoxville, TN — Gary Long
15. Maryville, TN — Gary Long
16. Paducah, KY — Pumezco
17. Honolulu, HI — Pal Anderson Enterprises
18. Brooklyn, NY — Family Showtime Theatres of Bay Parkway
19. Greensboro, NC — Mike Hilton
20. Chattanooga, TN — McBiz Corporation

Chuck E. Cheese

Average of Top 20 Units = $19,400

1. San Jose (Tully), CA — M.C.A & Associates
2. Tacoma, WA — Northwest Partners V
3. Portland, OR — Computerized Entertainment Concepts
4. Milwaukee (Chase), WI — R. C. Schmidt, Jr.
5. Taikoo Shing, HK — Whimsy Company Limited
6. Pearl City, HI — Selwyn S. P. Chan
7. Louisville #2, KY — Family Entertainment, Inc.
8. Burnaby, BC — Nintendo Entertainment Centres
9. Victoria Park, ONT — All Canadian Pizza Shows
10. Brooklyn, NY — Family Showtime Theatres of Bay Parkway
11. Bridgeville, PA — McKnight Family Centers #3
12. West Allis, WI — R. C. Schmidt, Jr.
13. Albany, NY — Pizza Time of New York
14. Greece, NY — Pizza Time of New York
15. Florence, KY — Family Entertainment, Inc.
16. Syracuse, NY — Pizza Time of New York
17. West Mifflin, PA — McKnight Family Centers #3
18. Newington, NH — Dolli & Associates I
19. Monroeville, PA — McKnight Family Centers
20. El Toro, CA — F. E. C., Inc.

ShowBiz Pizza Place

Average of Top 20 Units = $17,197

1. Clarksburg, WV — Trio Foods Enterprises
2. Huntington, WV — Huntington Entertainment
3. Lafayette, LA — Acadiana Productions
4. Fayetteville, NC — Adventure Restaurant Corporation
5. Knoxville, TN — Gary Long
6. Maryville, TN — Gary Long
7. Paducah, KY — Pumezco
8. Honolulu, HI — Pal Anderson Enterprises
9. Greensboro, NC — Mike Hilton
10. Chattanooga, TN — McBiz Corporation
11. Nashville #2, TN — BAM, Inc.
12. Fargo, ND — Great Plains Associates
13. Phoenix #2, AZ — S-M Pizza
14. Virginia Beach, VA — Adventure Restaurant Corporation
15. Davenport, IA — McBiz Corporation
16. Allentown, PA — Wellington Development of Florida
17. Nashville #1, TN — BAM, Inc.
18. Parkersburg, WV — Trio Foods Enterprises
19. Charlotte, NC — Adventure Restaurant Corporation
20. Des Moines, IA — McBiz Corporation

WEEKLY SALES

AVERAGES FOR WEEK ENDING 12/21/86

SPP Franchised Units (71): $12,613
SPP Company Units (90): $15,236
CEC Franchised Units (86): $12,708
CEC Company Units (28): $16,314

ShowBiz Pizza Place and Chuck E. Cheese

Average of Top 20 Units = $21,415

1. Clarksburg, WV — Trio Foods Enterprises
2. Tacoma, WA — Northwest Partners V
3. Portland, OR — Computerized Entertainment Concepts
4. Greece, NY — Pizza Time of New York
5. Fayetteville, NC — Adventure Restaurant Corporation
6. Victoria Park, ONT — All Canadian Pizza Shows
7. Burnaby, BC — Nintendo Entertainment Centres
8. Huntington, WV — Huntington Entertainment
9. Honolulu, HI — Pal Anderson Enterprises
10. Chattanooga, TN — McBiz Corporation
11. Nashville #2, TN — BAM, Inc.
12. Louisville #2, KY — Family Entertainment, Inc.
13. Knoxville, TN — Gary Long
14. Lafayette, LA — Acadiana Productions
15. Milwaukee (Chase), WI — R. C. Schmidt, Jr.
16. Nashville #1, TN — BAM, Inc.
17. El Toro, CA — F. E. C., Inc.
18. Paducah, KY — Pumezco
19. Brooklyn, NY — Family Showtime Theatres of Bay Parkway
20. Bridgeville, PA — McKnight Family Centers #3

Chuck E. Cheese

Average of Top 20 Units = $19,668

1. Tacoma, WA — Northwest Partners V
2. Portland, OR — Computerized Entertainment Concepts
3. Greece, NY — Pizza Time of New York
4. Victoria Park, ONT — All Canadian Pizza Shows
5. Burnaby, BC — Nintendo Entertainment Centres
6. Louisville #2, KY — Family Entertainment, Inc.
7. Milwaukee (Chase), WI — R. C. Schmidt, Jr.
8. El Toro, CA — F.E.C., Inc.
9. Brooklyn, NY — Family Showtime Theatres of Bay Parkway
10. Bridgeville, PA — McKnight Family Centers #3
11. Albany, NY — Pizza Time of New York
12. Spokane, WA — Thomas & Timothy Finnerty
13. West Allis, WI — R. C. Schmidt, Jr.
14. Florence, KY — Family Entertainment, Inc.
15. Syracuse, NY — Pizza Time of New York
16. Hayward, CA — Ulrike-Grandjean Corp.
17. Jackson, MS — C & M Management
18. Monroeville, PA — McKnight Family Centers
19. Tukwila, WA — Northwest Partners IV
20. Concord, CA — Ulrike-Grandjean Corp.

ShowBiz Pizza Place

Average of Top 20 Units = $18,400

1. Clarksburg, WV — Trio Foods Enterprises
2. Fayetteville, NC — Adventure Restaurant Corporation
3. Huntington, WV — Huntington Entertainment
4. Honolulu, HI — Pal Anderson Enterprises
5. Chattanooga, TN — McBiz Corporation
6. Nashville #2, TN — BAM, Inc.
7. Knoxville, TN — Gary Long
8. Lafayette, LA — Acadiana Productions
9. Nashville #1, TN — BAM, Inc.
10. Paducah, KY — Pumezco
11. Virginia Beach, VA — Adventure Restaurant Corporation
12. Maryville, TN — Gary Long
13. Greensboro, NC — Mike Hilton
14. Charlotte, NC — Adventure Restaurant Corporation
15. Greenville, SC — McBiz Corporation
16. Lexington, KY — McBiz Corporation
17. Parkersburg, WV — Trio Foods Enterprises
18. Davenport, IA — McBiz Corporation
19. Fargo, ND — Great Plains Associates
20. Phoenix #1, AZ — S-M Pizza

OPERATIONAL NEWS

#23

1987 TECHNICAL WORKSHOPS

Regional Technical Workshops will be conducted at the following locations during the first quarter of 1987:

ShowBiz	Nashville, TN 5312 Hickory Hollow Ln. 615/333-0271	JAN 30
Chuck E. Cheese	Syracuse, NY 2803 Brewerton Rd. 315/455-7029	FEB 27
Chuck E. Cheese	San Jose, CA 2445 Fontaine Rd. 408/238-9110	MAR 27

We urge you to have your technician attend the workshop nearest your city. To enroll, call Nanci McAlister in the Franchise Operations Department.

Second quarter seminars are tentatively scheduled for:

Davenport, IA - April
Brooklyn, NY - May
Seattle, WA - June

Your regional representative will be contacting you to schedule seminars with your management and key people.

LOGO ITEMS

Attached is a price list from Dennis Foland. Many of you met Dennis at the Orlando meeting. He will continue to expand the logo items as Gene Cramm develops them for company centers.

In addition to the items on the list attached, we have just been informed that he has three new logoed Chuck E. Cheese spots vinyls in stock. These are:

#2618 CEC Baseball Player - $3.36 dz.
#2619 CEC Football Player - $3.60 dz.
#2620 CEC Basketball Player - $3.60 dz.

CANDY AS MERCHANDISE

As an option in many company stores, candy is sold as a merchandise item. The volume of course varies among the locations, but some stores sell as much as $200-300/week in candy. With candy having a 100% mark-up in our stores, the profit on this impulse purchase item has been worthwhile.

We are in the process of changing our ordering procedures to direct buying from the vendor. If you are interested in trying a candy display, you may want to contact this company for information on displays, costs, being set up as a customer, etc. The contact and the number are:

Bill Nielson
United Sweets
1-800-521-4939

MARKETING & ADVERTISING

COLORING BOOKS

The Chuck E. Cheese and Billy Bob Coloring Books being produced by the Advertising Committee are ready for order. Following are the specifics and attached is an order form. Enclosed for each FRANCHISE OFFICE is a copy of the new art work for these books. The actual coloring book will be a 16-page booklet in the same format as the enclosed sample from Popeyes with a colored cover and printed on newsprint.

The printer will collect all orders and print that quantity on February 1. Shipments should be received by mid-February. At this time, there will be no stock of books available - only special orders. The deadline for ordering books for February is January 20, 1987. Future prints will be determined by your interest.

1. COST - each coloring book will be 7¢ each, plus freight. A check payable to One and Only Publishing must accompany the order.

2. MINIMUM ORDER - the minimum quantity per order will be 2,000. The vendor will break this down if you have several stores. (i.e. order 2,000 and ship 1,000 each to 2 of your locations)

3. FREIGHT - all orders will be shipped COD - UPS ground service. Expedited orders will only be with your approval of the extra freight cost, again on a collect basis.

6. SUGGESTED USES - there are many uses for a low cost item such as the coloring books. You may consider as a birthday gift, group tour gift, promotional giveaway, merchandise item, etc.

7. VENDOR - for your reference, the vendor's address, phone number, and contact person are:

One and Only Publishing
2103 El Camino Real, Suite 204
Oceanside, CA 92054
619/721-4242
Richard Hays

NEW TV COMMERCIALS

New commercials paid for by the Advertising Fund will be shot the first week of January. The "Where a Kid Can Be A Kid" campaign has been successful, so the new spots will be an extension of that theme. We are excited about the "story line" of these spots, and expect them to be of superior quality.

The Advertising Fund will pay for costs associated with your use of these spots, including:

1. A VHS copy which will be sent to the FRANCHISE OFFICE of each Advertising Fund member during the week of January 26. This will be a preview copy only.

2. One air quality copy for each market. Copies will be ready early February.

3. All talent and residual costs for your using these spots during the remainder of 1st quarter, 1987.

To expedite getting your copy to you, we will be taking telephone orders for the TV dubs. Please see that the VHS copy and the ordering information gets to the appropriate people in your office as soon as it arrives.

D E N N I S F O L A N D I N C.

Merchandising Services

DATE:_____

STORE #:_____

STORE ADDRESS:_____

_____

CHUCK E. CHEESE

Price List

UPDATE AS OF 01/01/87

INVOICE #:_____

PO #:_____

SHPT:_____CTNS:_____

STOCK NUMBR	DESCRIPTION	MIN. ORDER	CARTON PACK	SUGG. RETAIL	YOUR COST	ORDER	TOTAL AMOUNT
7680	YoYo Medium	8DZ	4DZ	.69EA	2.78DZ		
7078	Regular Card	2DZ	1DZ	1.30EA	7.26DZ		
81072	Jumbo Pencil	6DZ	3DZ	.79EA	5.94DZ		
10001	Mini Pencil Set	4DZ	2DZ	1.00EA	4.62DZ		
1-PTT	Travel Mugs 12 Oz.	4DZ	4DZ	1.49EA	8.58DZ		
7291	Lucite Keychain	5DZ	5DZ	.89EA	3.96DZ		
7070	Mini Playing Card	4DZ	2DZ	.65EA	3.96DZ		
7293	Jumbo Pen	4DZ	2DZ	1.49EA	8.58DZ		
7408	4 Color Flashlight	6DZ	2DZ	1.49EA	7.92DZ		
2013	Childs Visor	2DZ	2DZ	1.75EA	10.17DZ		
4002	Boys Wallet	4DZ	1DZ	1.59EA	10.17DZ		
*7720	Mini Purse	4DZ	4DZ	1.25EA	7.40DZ		
2598	Girls Wallet	4DZ	2DZ	1.25EA	6.87DZ		
*5009	Mini Amber Mug	2DZ	1DZ	.79EA	3.96DZ		
2614	CEC Vinyl	12DZ	2DZ	1.00EA	3.57DZ		
2616	Jasper Vinyl	6DZ	2DZ	1.00EA	3.96DZ		
2615	Mr. Munch Vinyl	4DZ	2DZ	1.00EA	3.96DZ		
3987	CEC Plush Doll	2DZ	1DZ	7.99EA	57.69DZ		
877	Candle Tin	4DZ	4DZ	1.60EA	7.80DZ		
7700	Girls Shoulder Purse	3DZ	3DZ	2.49EA	11.88DZ		
2749	CEC Bank	4DZ	1DZ	2.50EA	12.02DZ		
2808	Jasper Bank	2DZ	1DZ	2.50EA	12.02DZ		
7507	Jumbo Telescope	4DZ	2DZ	1.25EA	6.60DZ		
1060	CEC Pencil Sharpener	2DZ	2DZ	1.75EA	7.66DZ		
901P	CEC Sunglasses	12DZ	6DZ	.59EA	3.04DZ		
1061	CEC Vinyl Fig. Keychain	2DZ	2DZ	1.25EA	4.36DZ		
1044	CEC Ball Point Pen	100EA	100EA	.79EA	.22EA		
*9114	CEC Jumbo Eraser	40EA	20EA	.69EA	.31EA		
*9115	Billy Bob Jumbo Eraser	40EA	20EA	.69EA	.31EA		

*Temporarily out of stock.

103 University Avenue
Los Gatos, California 95030
(408) 395-8500 * TLX: 9105908007

D E N N I S F O L A N D I N C.

Merchandising Services

STOCK NUMBR	DESCRIPTION	MIN. ORDER	CARTON PACK	SUGG. RETAIL	YOUR COST	ORDER	TOTAL AMOUNT
7493	Mini Card Keychain	4DZ	2DZ	1.25EA	6.34DZ		
1167	Backscratcher	3DZ	3DZ	.79EA	3.04DZ		
318	CEC Cutout Coin Purse	4DZ	4DZ	.79EA	4.23DZ		
351	Folding Comb	6DZ	6DZ	.49EA	1.32DZ		
1005	CEC Bumpersticker	200EA	200EA	.25EA	.16EA ✓		
1025	CEC 3IN. Button	200EA	100EA	.65EA	.35EA		
1026	'I LOVE CEC' Button	200EA	100EA	.65EA	.35EA ✓		
1034	CEC Stampo	200EA	200EA	.99EA	.60EA		
1051	Small YoYo	144EA	144EA	.25EA	.11EA		
1058	Watch Puzzle	288EA	144EA	.25EA	.14EA		
8301	T-Shirt Promo (2-4)	1DZ	1DZ	4.50EA	29.64DZ		
8302	T-Shirt Promo (6-8)	1DZ	1DZ	4.50EA	29.64DZ		
8303	T-Shirt Promo (10-12)	1DZ	1DZ	4.50EA	29.64DZ		
8304	T-Shirt Promo (14-16)	1DZ	1DZ	4.50EA	29.64DZ		
7127	6 Color Felt Pen	6DZ	6DZ	.79EA	4.36DZ		
7143	Mini Tool Kit	5DZ	5DZ	.99EA	5.42DZ		
870	Mini Van	8DZ	4DZ	1.19EA	6.24DZ		
1053	Mini Memo Pad ass't	20DZ	20DZ	.19EA	.93DZ ✓		
SP111	CEC Folding Binoculars	80EA	80EA	2.29EA	1.05EA		
SB111	Billy Bob Binoculars	80EA	80EA	2.29EA	1.05EA		
1038	CEC 8 Oz. Tumbler	100EA	100EA	.49EA	.28EA		
1039	CEC 14 Oz. Tumbler	100EA	100EA	.59EA	.33EA		
7609	Ceramic Character Mug	3DZ	6EA	2.49EA	14.40DZ		
7285	Pencil Box Multiplier	4DZ	2DZ	1.25EA	6.34DZ		
606	CEC Billy Bob Puzzle	24DZ	12DZ	.19EA	.88DZ		
7641	CEC Youth Baseball Cap	2DZ	2DZ	3.95EA	16.24DZ		
5374	CEC Bean Bag	4DZ	4DZ	4.95EA	26.40DZ		
5373	Jasper Bean Bag	4DZ	4DZ	4.95EA	26.40DZ		
1	1 Ticket Item	4CS	1CS		12.84CS		
3	3 Ticket Item	4CS	1CS		19.60CS		
5	5 Ticket Item	3CS	1CS		42.00CS		
7	7 Ticket Item	2CS	1CS		84.00CS		

*Temporarily out of stock.

SUB TOTAL : _____

FREIGHT : _____

TOTAL DUE : _____

WRITE YOUR CONGRESS PERSON

An article of interest from Sam Thompson.

Dallas Times Herald

OP

Who's making noise about tort reforms?

AUSTIN — Heads up, sports fans! Look alert here, fellow citizens, we are at the beginning of one of those great invisible rip-offs that keeps us all wondering how it is that the system gets so stacked in favor of the rich. This is a gathering storm, a stampede in the making called tort reform. I love it when they call these little brothers "reforms." By the time you notice this one in the headlines next spring, it's likely to be over, nothing left to settle but the dust, and you standing there going, "Say what?"

MOLLY IVINS

What we have here is a fairly awesome array of big money and bigger interests all-hell bent on cutting their insurance costs. This is on account of insurance costs are just hellacious these days, which nobody can deny, going up 100, 200, 300 percent a year, driving doctors out of practice, day care centers out of business, newspapers into vapid timidity — it's one of the biggest messes you ever did see. And they tell you what's behind it is all these lawyers and suing fools and bleeding heart juries. We've become a litigious society, they say. Too many lawyers, they say, and who could argue with that?

You read about it every day in the papers. Some guy smokes for 30 years, gets cancer and sues the tobacco company. Man walks barefoot into city hall, steps on a thumbtack and yells, "Lawsuit!" It's purely ridiculous, it's out of control, it's got to be stopped, they say. And who's they? The insurance companies. The folks charging the 300 percent increases. The folks who made a bunch of bad investments, wrote a lot of bad policies and now they want us to bail 'em out by screwing up the whole civil justice system. My friends, they are pouring water in your ear and telling you it's raining outside.

Take a look at who's behind all this noise about outrageous settlements of ludicrous lawsuits. The Insurance Information Institute and several individual insurance companies have put together a kitty of $6.5 million to spend between now and October to convince people of the need for tort reform. This campaign, done by the ad firm of Siegel and Gale on television, in magazines and in newspapers, will be seen by 90 percent of the U.S. adult population. Twelve states have been particularly targeted for this campaign — Texas is one of them. Boy, do you need to be skeptical about the stuff the insurance folks are putting out. I mean, keep a pound of salt with you when you listen to or read their stuff. What they say is usually true — as far as it goes. They'll cite some absurd case where a plaintiff received minimal injuries — usually by acting like a damn fool — and got a settlement in the millions. What they don't tell you is that the case was thrown out of court on appeal. Or overruled on the law. Or the settlement was cut by nine-tenths. The insurance industry is running around crying woe and doom about cases that never cost them a dime.

Another one of their tactics is to make the plaintiff sound like an avaricious idiot — as though only a moron could have injured himself with this fine product and only a greedhead would have sued over it. Keep in mind, lawsuits have two sides and you're hearing only one from the Insurance Institute's ad campaign. There are children crippled for life every year because greedy manufacturers can't be bothered to make safe toys. That's why we have a tort system. Take careful note of another tactic being used by the insurance companies. In order to prove how dreadful this tidal wave of litigation is that's about to swamp us all, they note that there were twice as many cases filed in the federal courts last year as there were in 1975. Good grief, it's started doubling in less than 10 years, we'll be buried by it, right? Wrong. About one-third of the total increase in federal court cases last year consisted of cases filed by the federal government to reclaim alleged overpayments of benefits to veterans and Social Security recipients or to collect on student loans. The next-largest chunk of the increase was accounted for by citizens suing the government to restore disability payments cut off by the Reagan administration. This stems from the charming time Reagan decided all the crippled people had to prove they're crippled.

The Texas Legislature is already working on tort "reform" — an ominous thought. The joint House-Senate Committee is chaired by Sen. Grant Jones of Abilene, the Great Mumbler. Of the 10 members, two can be considered friendly to consumer interests — the rest are pure probidness. In the coalition to "reform" Texas tort laws are the Chemical Council, H. B. Zachry, Exxon, the Hospital Association, the Medical Association, Hotels and Motels, Texas Press Association, the Municipal League, the architects, the engineers and damn near everyone else you can think of including Mary Kaye Cosmetics. So who's for Bubba in this deal? The Texas Trial Lawyers Association, that's the plaintiffs' attorneys who make their money representing Joe Citizen against the big corporations and the insurance companies.

The Trial Lawyers are active players in Texas politics and not headed for the poorhouse themselves, but there's no way their money can stand up to the money in the coalition against them. Every single example of an outrageous case the insurance folks brought before the joint committee turns out on close inspection were either on appeal or the damages had already been brought down. They didn't have one case where the huge damages they were claiming had actually been paid. The Municipal League brought up case after case of big settlements brought against them in civil rights cases. Look, changing the Texas tort laws is not going to do anything for cities that get caught discriminating under the federal civil rights laws.

But that still leaves the problem of what to do about this insurance crisis that's driving people out of business and all this bad stuff. Item One: the insurance companies do not come under the federal anti-trust laws. Item Two: the insurance companies are not regulated by the Federal Trade Commission. Item Three: the only source of information we have concerning profits and costs in the insurance industry is — the insurance industry. They tell us what they think we need to know and they are not subject to the kind of price-fixing laws that affect most industries. Isn't that a sweet deal? Maybe something should be done about it?

SPT, INC. FRANCHISE NEWS

(Issue #23 - January 2, 1987)

Date of Origin: 1987
Archived: 8-12-20
Submission by Sptweb
Version 1.0

The documents contained herein are for educational use only. Please do not replicate, redistribute, or make any unauthorized printings. All intellectual property including characters, artwork, photography, and slogans are trademark and/or copyright their respective owners.